

Mo Ashley

THE Publishers' Weekly

The American Book TRADE JOURNAL

VOL. CIX

NEW YORK, JUNE 19, 1926

No. 25



*We Nominate for a High Place in the
Autumn Lists of Best Sellers*

WAYS OF ESCAPE

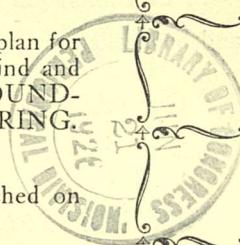
A First Novel

By NOEL FORREST

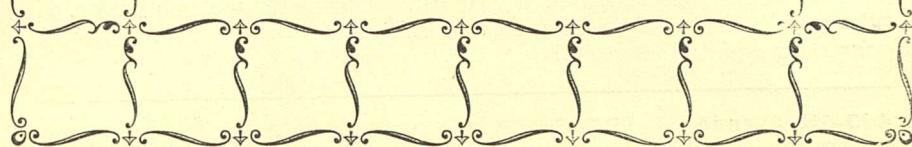
¶ Our enthusiasm for it is such that we plan for it an advertising campaign of the same kind and extent as those with which we backed SOUNDINGS and THE HOUNDS OF SPRING.

¶ Need we say more?

¶ WAYS OF ESCAPE will be published on August 20th. Price \$2.00.



LITTLE, BROWN & COMPANY
Publishers, Boston



The Big Day: July 28

The Big Book (already in its 53rd thousand):

BEAU SABREUR

By PERCIVAL CHRISTOPHER WREN

Another "Beau Geste"

We're safe! We know a book will go over when booksellers are backing it as they are "Beau Sabreur." For instance, there's no doubt about its success in Cincinnati when **John G. Kidd, President American Booksellers' Association**, writes:

"Without doubt the most thrillingly entertaining story I have read this year . . . I shall be sadly mistaken if it does not far excel BEAU GESTE in popularity and sales. You may count on us here in Cincinnati giving the book our most unqualified support."

and booksellers in other sections write us as enthusiastically.

Our promotion campaign is in full swing. Have you requisitioned your imprinted postcards (280,000 already requested!); five-color posters; 36" window strips, etc.?

BEAU SABREUR—The great summer profit-maker!—Net \$2.00

Note: BEAU GESTE —25th printing! Herbert Brenon's mammoth picturization is to be released in August. This, with the publication of "Beau Sabreur," will mean increased sales for "Beau Geste." *Watch your stock and reorder promptly!*

443-4th Avenue

FREDERICK A. STOKES COMPANY

New York



- ¶ More than 3,250,000 copies of this writer's books have been sold in America alone. To an enormous reading public his name is magic.
- ¶ He has written a new novel—a thrilling story of a magnificent girl's struggle for the right to call her soul her own.
- ¶ It is one of the finest books in his whole remarkable career—and every bookseller in America knows that means sensational sales!

REX BEACH'S

THRILLING NEW NOVEL OF MODERN MORALS

PADLOCKED

To be Published July 20th

Prepare for the big demand—Stock the season's success now!

HARPER & BROTHERS



Publishers Since 1817

A Quartet of Diverting Novels from
MACAULAY SUMMER FICTION

To enliven the booksellers' season
 and thrill the readers' summer days

MEN CALL IT LOVE

By Inez Sabastien

The timely and attractive theme of this novel is revealed in the author's dedication—"To all the women who have said—I wish I were my husband's mistress instead of his wife."

\$2.00

HONEYMOON'S END

By Howard Rockey

The author of "Daughters of Luxury" has written another exhilarating romance. Cynthia Sylvester is a pampered daughter of New York's ultra-fashionable set. Her daring wins her the significant name of "Cyn," and her career is a series of strange and thrilling climaxes.

\$2.00

THE BANDIT PRINCE

By Sessue Hayakawa

This unusual novel is by the distinguished screen and stage star, Mr. Hayakawa. He has written an alluring love story of the East and West. Mystery, intrigue, and breathless suspense, such as could only be conceived by the most subtle mind, are the threads of a gorgeous romance.

\$2.00

THE SECRET LOVE HOUSE

By Maravene Thompson

The gifted author of "The Woman's Law" presents another moving romance. Anthony Millett, heir to wealth and traditions, is offered a ready-made marriage, while love is to be an unlawful secret joy. The house of secrets is destroyed in a barrage of exciting events.

\$2.00

Publishers

Macaulay

New York

**OUR SIX
BEST SELLERS**

SALES and advertising staffs agreed upon them as the likeliest six on our very likely Fall list—and we venture to prophesy further that several of them will be there when the Fall best seller lists are compiled.

**CREWE
TRAIN**

by Rose Macaulay

\$2.00



WEDLOCK

by Jacob Wassermann

Author of

THE WORLD'S ILLUSION

Translated by

Ludwig Lewisohn

\$2.50



REVELRY

by

Samuel Hopkins Adams

\$2.00



**THE HARD
BOILED
VIRGIN**

by Frances Newman

Author of

THE SHORT STORY'S
MUTATIONS

\$2.50



SWEEPINGS

The Story of The Pardways

by Lester Cohen

\$2.50



**SUMMER
BACHELORS**

by Warner Fabian

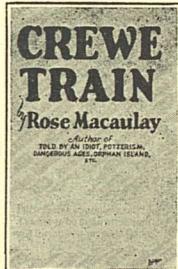
\$2.00



*"Oh, Mr. Parker, whatever shall I do?
I wanted to go to Birmingham and they've
taken me on to Crewe."*

CREWE TRAIN

by *Rose Macaulay*



WE go to Spain, in the company of a rebellious British parson and we see a corner of back country that Borrow would have grown eloquent over.

We see the British parson starting life anew with a Spanish peasant wife, over whose habits and fertility English ladies would have raised shocked eyes.

We watch his little English girl grow up with all the uninhibited freedom of her native half-sisters. Then when she is full grown, English relatives descend upon them all to "rescue" her.

What a gorgeous free-for-all follows! It is not very long before the English relatives wish they had let Denham Dobie alone in her Acadian freedom in Spain. Nor does Denham trouble the Philistines alone. Her career among the artistic circles of London is devastating and affords Rose Macaulay her opportunity for the most vivid story and the most trenchant and vigorous satire she has ever done.

To be published October 15th.



GOOD BOOKS



DORAN BOOKS

“Rush Fifty NIZE BABY

Wonderful Sale *Biggest Seller”*

This telegram from one of our western dealers proves that
“Nize Baby’s” popularity is spreading fast and furiously.

NIZE
BABY



by Milt
Gross

Frantically illustrated by the author.

Net \$2.00

DORAN BOOKS

MANNEQUIN

A NOVEL

BY FANNIE HURST

WILL BE PUBLISHED

BY ALFRED A. KNOFF

ON AUGUST FIFTH

MCMXXVI

and there are several pages full of reasons why the wise bookseller should place a substantial advance order:

APPENDIX I

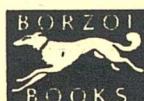
- 1 *Mannequin* won Liberty's \$50,000 prize among almost 100,000 manuscripts
- 2 The Judges were J. N. Wheeler, Editor of *Liberty*, Jesse L. Lasky, and Rex Beach.
- 3 The contest was not restricted, but open to all American writers.
- 4 While other prize contests have established unknown authors, this has enlarged public interest in an author already known to millions.

+ MEMORANDUM +

We will give you further reasons for backing *Mannequin* ;
 you will supply more ; and the public
 will prove them all

\$2.00 net

Alfred A. Knopf



730 5th Ave., New York

Now 50th Thousand

THE BLUE WINDOW

by

TEMPLE BAILEY



Although four months have elapsed since publication, there has not been a single day without voluntary mail or telegraph orders.

Without doubt "The Blue Window" will have a steady sale all through the summer and every indication points to a continuous demand through the fall and Christmas season.

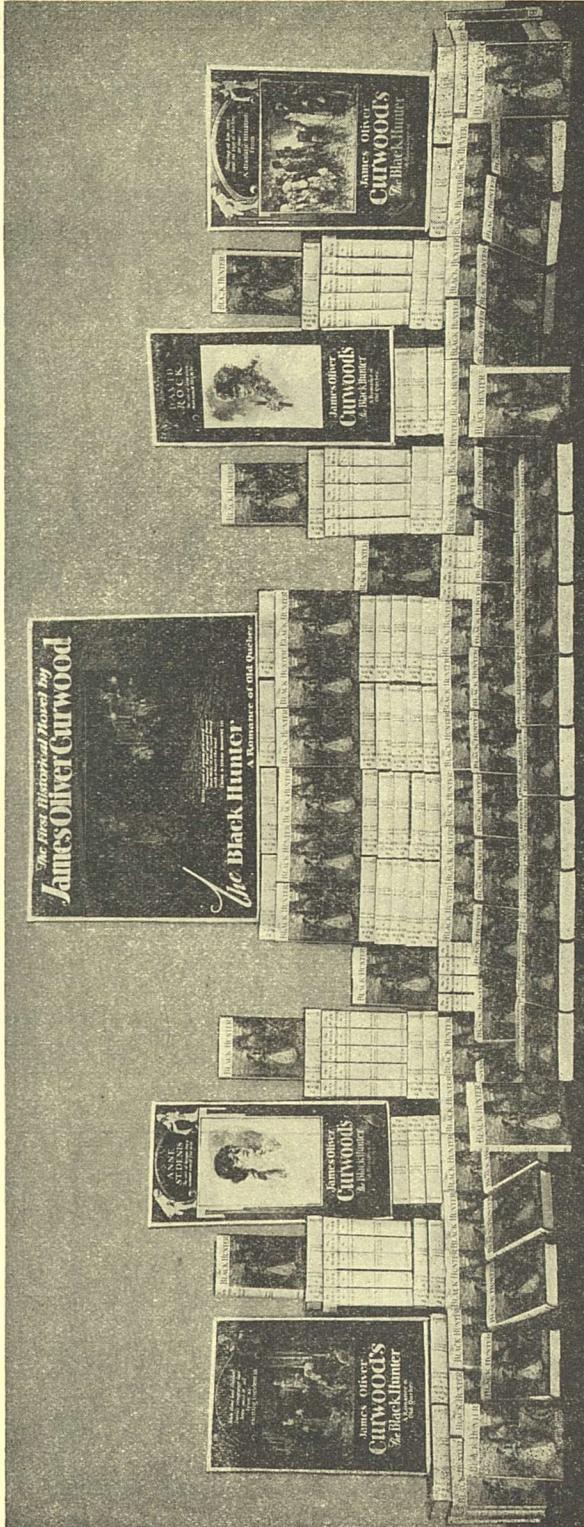
\$2.00

THE PENN PUBLISHING COMPANY
PHILADELPHIA

BEST DISPLAYS FOR BEST SELLERS

Designed and produced by

THE MICHAEL GROSS COMPANY, 51 East Forty Second Street, New York City
The SECOND of a series of advertisements, each one featuring a 1926 BEST SELLER and the display material we are making for it.



THE BLACK HUNTER

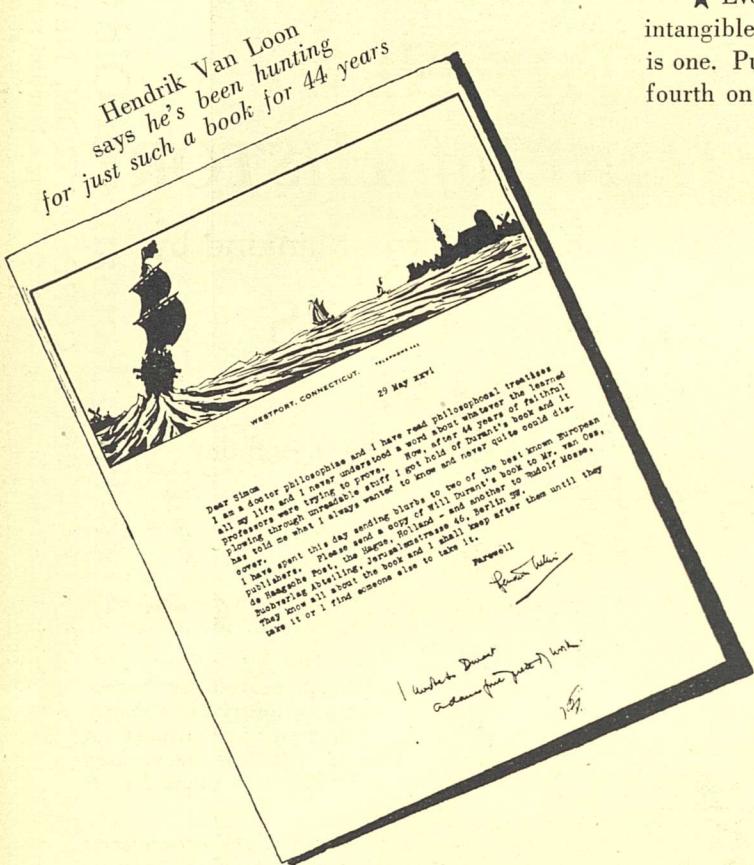
JAMES OLIVER CURWOOD'S Absorbing Romance of Old Quebec

To Be Published July 20th by THE COSMOPOLITAN BOOK CORPORATION, NEW YORK

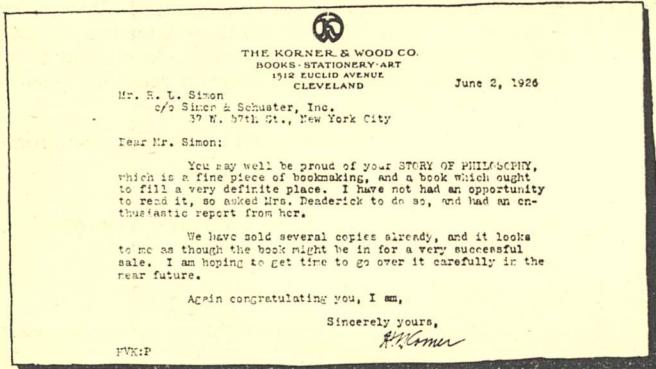
The above display set (five pieces on heavy board with easel backs) is lithographed in ten colors, each unit being a beautiful reproduction of an Arthur Becher oil painting. Used as shown, this display set is bound to bring people to your window and into your store for the new CURWOOD Novel.

Next week: THE EXQUISITE PERDITA.

WILL DURANT'S THE STORY OF PHILOSOPHY



It starts selling immediately at Korner & Wood. Read Mr. Korner's letter.



★ Every once in a while a book comes along that is intangible as well as tangible reasons everyone is one. Published May 29th, the second edition fourth on the way—6,000 copies in all. What

TO FURTHER increase a
and sales, we are happy
offer to Retail Book and Dep-
quantity of THE STORY OF
August 15th. Retail price

To Booksellers in cities under

If before August 15, 1926, you
of Philosophy we shall ship
CHARGE.

To Booksellers in cities under

If before August 15, 1926, you
of Philosophy we shall ship
CHARGE.

To Booksellers in cities under

If before August 15, 1926, you
of Philosophy we shall ship
CHARGE.

For Booksellers in ANY CITY

If before August 15, 1926, you
of Philosophy we shall ship
CHARGE.

Make duplicate copies of a
STORY OF PHILOSOPHY, whether
or of your jobber. If on August 15th
above, mail all these duplicate copies of THE STORY OF PHILOSOPHY
to you prepaid with our compliments.

And now watch what
reviewers say

Published May 29th
into a really Big



SIMON
37 West 57th

“AFTER NOON” *by* Susan Ertz

eight weeks after publication, is forging to the top of all lists of best-sellers.

For example:

CLASS OF SERVICE	
This is a full-rate Telegram or Cablegram, unless its character is indicated by a symbol in the check or in the address.	

NEWCOMB CARLTON, PRESIDENT

J. C. WILLEVER, FIRST VICE-PRESIDENT

SYMBOLS	
BLU	Day Letter
MTW	Night Message
NIG	Night Letter
CO	Deferred
CUR	Cable Letter
WEL	Week End Letter

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.
Received at 12 West 31st St., New York.

NA487 10

1926 JUN 15 PM 4 59

CLEVELAND OHIO 15 437P

D APPLETON & CO

C 097

29 35 WEST 32 ST NEWYORK NY

RUSH ONE HUNDRED AFTERNOON NEEDED IMMEDIATELY BEST SELLER CLEVELAND

THE BURROWS BROTHERS CO.

Unanimously praised as “charming,” “delightful,” “delicate,” “refreshing,” “wholesome,” and as “possessing an atmosphere of sweet gentility.” “After Noon” is sweeping the country. \$2.00

D. APPLETON AND COMPANY
35 WEST 32nd STREET NEW YORK

We are subscribers to the promotion campaign of the National Association of Book Publishers and heartily recommend their promotion material as an aid to the bookseller in increasing his business.

Announcing Publication of

THE NEW OUTLINE of HISTORY

A Plain Story of Life and Mankind by

H. G. WELLS

*The finest edition of the most popular
non-fiction book of this century*

This is the fourth complete revision of "The Outline of History"—not simply the original brought up to date, but a new and distinctive work in illustrations, text, binding, format and printing.

"One picture is worth 10,000 words" is an old Chinese proverb. By that criterion, this is a bulky volume. More than 800 pictures illustrate in a matchless manner the evolution of mankind and the progress of all civilizations. The pictures are a story in themselves. Maps are profusely interspersed through the text and twenty-four full page prints in three colors further embellish the book.

Reproduction by the litho offset process gives an extraordinary attractiveness and fidelity to the pictures and a legibility to the text, impossible by ordinary printing methods. The new page size, 8½ by 11 inches, permits an admirable proportion between type and illustrations.

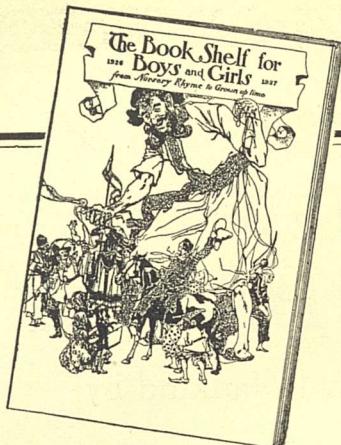
Rewriting and rearrangement of large sections, elimination of footnotes and digressions have made the "Outline" simpler and easier to read. Throughout there has been threaded the complete story of music, architecture, art and sculpture from the dawn of history to the present. New discoveries in every field have been incorporated in the story and the post-war years are given a new and adequate treatment.

A new book from cover to cover in everything except popularity and profits for the progressive book dealer.

Ready in October — Two volumes \$15.00

THE MACMILLAN COMPANY

New York · Boston · Chicago · Atlanta · Dallas · San Francisco



*"You can afford
to give it out
liberally"*

Priced at from 4 to 6 cents per copy, it is possible and profitable to mail to every parent

The BOOKSHELF for BOYS and GIRLS

and yet to keep your appropriation for advertising within practical operating limits.

There's not an organization in your town interested in children but will eagerly co-operate with you to place these copies to the best advantage. Ask your local Scout leader, your librarian, your ministers, your Women's Club leaders, your teachers. Ask and receive the support that books can secure and that this list can win.

Let's make this the biggest Book Week ever!

RATES

100 copies	\$6.00
500 "	25.00
1000 "	45.00
<i>Including imprint</i>	

More attractive than ever before—author and title index—parents and children will welcome THE BOOKSHELF and it is so inexpensive—both to buy and to mail—that you can afford to give it out liberally.

R. R. BOWKER CO., 62 W. 45th St., NEW YORK

Henry Ford's MY LIFE AND WORK

Now included in the
STAR DOLLAR SERIES

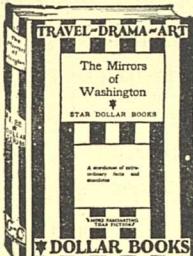


Henry Ford's *MY LIFE AND WORK*, written in collaboration with Samuel Crowther, is one of the most significant books of this generation. The autobiography of the richest man in the world, it has been translated into 14 languages, sold over 2,000,000 copies and outsold the best-selling novels of Germany, Australia and Japan. Now obtainable for the first time at a low price (\$1.00) in the STAR DOLLAR BOOKS. Sell *MY LIFE AND WORK* with Henry Ford's new book, published this week.

STAR DOLLAR BOOKS

Titles Previously Issued

RECOLLECTIONS AND LETTERS OF
ROBERT E. LEE Lee
THE LIFE OF PASTEUR Vallery-Radot
MIRRORS OF WASHINGTON Anonymous
A SHORT LIFE OF MARK TWAIN Paine
THE MASON-BEES Fabre
WOODROW WILSON AS I KNOW
HIM Tumulty
SCIENCE REMAKING THE WORLD Caldwell and Slosson
FRANKLIN'S AUTOBIOGRAPHY
A BOOK OF OPERAS Krehbiel
IN COURTS OF MEMORY Lindencrone



\$1.00 net each

EDGE OF THE JUNGLE Beebe
LOVE CONQUERS ALL Benchley
BARNUM Werner
THE RISE OF THE AMERICAN PEOPLE Usher
CLEOPATRA Ferval
U. S. GRANT Church
IN BRIGHTEST AFRICA Akeley
BRAIN AND PERSONALITY Thompson
MIRRORS OF DOWNING STREET Anonymous
JOHN H. PATTERSON Crowther
JEANNE D'ARC Oliphant
PROGRESS AND POVERTY George

Titles Coming

Ready July 1, 1926

ASTRONOMY FOR EVERYBODY Prof. Simon Newcomb
MY LIFE AND WORK—HENRY FORD Samuel Crowther

Ready August 1, 1926

ABROAD AT HOME Julian Street
MY CHILDHOOD Maxim Gorky

Ready September 1, 1926

LINCOLN'S OWN STORIES Anthony Gross
THE ROAR OF THE CROWD James J. Corbett

Ready October 1, 1926

SECOND BOOK OF OPERAS Henry Edward Krehbiel

Ready November 1, 1926

FOUR MONTHS AFOOT IN SPAIN Harry A. Franck

GARDEN CITY PUBLISHING COMPANY
GARDEN CITY :: NEW YORK

Ford Won't Dance Charleston

Margaret Allen, Who Danced With

Henry Ford, revived
as declared this
"v" he ha
Ford's Profits
For 1925

Ford Defer
To Enjoy Su

Likes
Wea

SUP
Henry
wea
to W
K. W.
Ford Adds Violins
To His Collection
American

for Ford
at Chicago

Whatever Henry Ford says — that's news.

He is, as the *Atlantic Monthly* says, "the most significant American of his generation." He is the most quoted man in the country. His profits, his hobbies, his methods, or whatever he says to someone about them are ever before us.

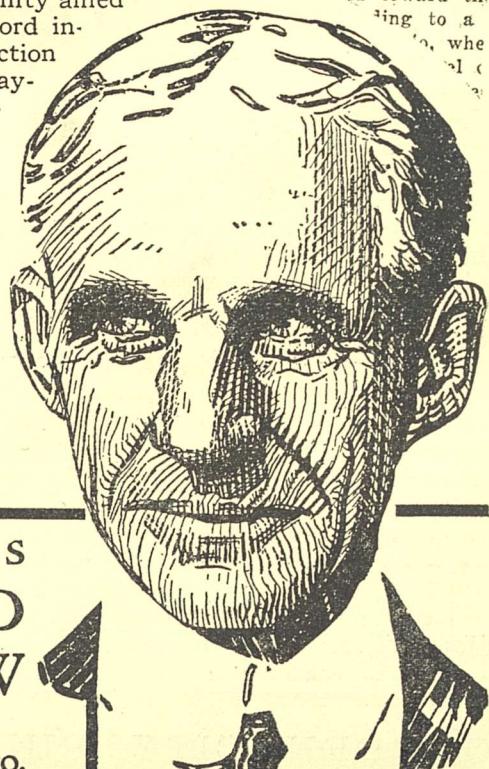
In his new book, **TODAY AND TOMORROW**, written in collaboration with Samuel Crowther, Henry Ford talks forcefully and directly about himself. When he says that business men can create prosperity — and not just wait for it, when he tells for the first time the whole inside story of his railroad, and talks about his hospital, his aeroplanes, his fifty allied products of the Ford industries, his collection of antiques, his Way-side Inn—and besides bares his whole philosophy of business—that IS news.

Watch out for the rush for this book the reviews will start. Better re-order. This book will be a "best-seller."

Ford P
\$250,
Stee

Said to Cons
in Young
Third-Lar
Company

Henry Ford h
hand toward th
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"v" whe
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HENRY FORD'S
**TODAY AND
TOMORROW**

COMING JUNE 23rd

NET, \$3.50 DOUBLEDAY, PAGE & CO.

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JUNE 19, 1926

Some Observations of a Bookseller to the Traveling Public

By Frank Clough

Fred Harvey, Inc., Kansas City, Mo.

AM asked to talk about "Finding the Way to Profit" and have been furnished an outline of the points to discuss:

1. How to determine the profitable items or departments.
2. Where the public tastes lie at present or in the immediate future.
3. How to buy to anticipate the quick turnover.

This is a pretty big order to fill, especially when it all has to be accomplished in about ten minutes and I am handicapped because the business with which I have been associated for thirty years is quite different from that in which most booksellers are engaged. In comparison with it, Dr. Eliot's task—merely that of compressing all the worth-while literature of the ages into a Five-Foot Shelf—was fairly simple. For it is easier to give a good healthy truck driver a college education in "15 minutes a day" than it is "to find the way to profit" in retail bookselling!

Still there is something to be gained by an exchange of experiences. The old saying is a good one: "If you have a dollar and I have a dollar and we swap dollars, neither is the richer; but if you have an idea and I have an idea and we trade ideas, both of us make a profit." So, without claiming any ability to give you an infal-

lible formula for "finding the way to profit," there are a few observations and experiences a bookseller to the traveling public can make, in the hope that some of them may possibly be helpful.

As I have said, our business is "different." Most booksellers operate a single store, serving a more or less regular clientele. We operate about 100 railway news-stands, serving a different clientele every day. Where most booksellers have hundreds of feet of tables and shelving for display, our space is very limited. Most of their customers come in to "browse around." Our patrons are almost always in a hurry. On sure-profit items which are usually regarded as staple —like Bibles and Dictionaries—our sales are practically nothing.

In addition to our news-stands, we maintain about 150 news agents on trains operating in eleven states. We also control the various shops in the Chicago, St. Louis and Kansas City Union Stations. It is here that conditions more nearly approach those under which you operate. Even at these points our facilities are much more limited than those of the average bookstore, but we can carry larger stocks and there is room for more extensive displays than at our regular news-stands.

At Kansas City, in addition to our transient patronage, we have built up a sub-

[This paper was prepared to be read at the Booksellers' Convention, at the Large City Bookstore Round Table but was not delivered.]

stantial local business. Conditions there are exceptionally favorable. The Union Station is centrally located, has ample parking facilities, and occupies a unique place in the civic and social life of the community.

One of the chief reasons for our success in building local business at Kansas City is that our patrons have learned we can supply almost any well-known book on publication date. To do this we are compelled to have a large part of our stock—often as many as 250 or 500 copies of a popular title—shipped by express. This costs money, but we believe it pays, as freight shipments frequently do not arrive until after the first lively demand for a "best-seller" has passed. Nowadays your real book lover knows just when the latest story of his favorite author is supposed to go on sale, and "he wants what he wants when he wants it."

Large Proportion of Sales are Fiction

Another business-building feature is that of obtaining quickly for our patrons books we do not happen to have in stock. Frequently we wire for a book or purchase a copy from one of the uptown bookstores. Of course, we actually lose money on these transactions, but we have found that such service pays dividends in good-will and puts the final result on the profit side of the ledger.

We keep a careful record of our regular customers and send them announcements of the new books each month. In these announcements we advertise that we make free deliveries anywhere in the city and pay parcel post charges on out-of-town shipments. In this way we have developed a sizable telephone and mail-order business, which is profitable in the long run, because customers in ordering books usually include articles carried in some of our other shops.

While conditions at Kansas City have been especially favorable for local patronage, we hope to accomplish a good deal along this line in our newer shops at Chicago and St. Louis.

It is rather startling when you consider that more books are sold in these three Union Stations than by our 100 newsstands and our 150 train news agents.

Of course, an overwhelming proportion of our sales are in fiction; and three-fourths of our fiction sales represent the output of not more than a dozen authors. It is not unusual for us to sell from 2500 to 5000 copies of a Zane Grey book—he leads the list of our "best sellers"—or 1000 to 1500 copies of a Wright, Oppenheim, Kyne or Curwood book. Other headliners with us, the same as with you, are Lewis, Sabatini, Gibbs, Wharton, Rinehart, and so on. The big demand is for Romance, Adventure, Mystery—stories that move along swiftly to a startling climax and a satisfactory ending. And there is a decided preference for authors with established reputations.

New Tendency to Buy Non-Fiction

I see no indications of a change in public tastes for the immediate future, altho I am glad to say there seems to be a growing demand for fiction of the better kind, and a very marked tendency towards the reading of more non-fiction books.

The interest shown in such books as "The Life and Letters of Walter Hines Page" and "The Intimate Papers of Colonel House" is gratifying. In the field of biography we have had such outstanding books as "The Life of John Marshall" and Carl Sandburg's story of Lincoln's prairie years. Science also is coming to the front, and we have seen such works as "The Mind In the Making," "The New Decalogue of Science" and "Why We Behave Like Human Beings" on our "best selling" lists.

A Way to Speed Up Sales

In the merchandising of books—particularly the kind I have just mentioned—the effect of personal interest on the part of our salespeople has been very noticeable. For example, take Bruce Barton's masterpiece, "The Man Nobody Knows." I read it with so much enjoyment and profit that I had no difficulty in getting most of our salespeople to read it. They were equally enthusiastic about it. With the result that we have sold over 1000 copies, and it is still going strong.

We sell very few of the 75c. Popular Copyrights. Once or twice a year we

accumulate in our storeroom at Kansas City the odds and ends of all slightly soiled and slow-selling books, reduce them to 75c. or \$1.00, put new jackets on them and turn them over to our news agents to be sold on trains. In this way we take care of the 75c. field.

In our three Union Station Shops we have found that putting 100 or 200 copies of a single title on a pedestal at the entrance or in the middle of the shop has been very effective. Occasionally we have used this method successfully to speed up the sale of a book that showed a tendency to lag behind our expectations.

Help Mould Taste

In closing, I am tempted to make one or two general observations. Bookselling, in its highest form, is both a business and a profession, and there are few activities that render a more needed service to the community. I am sure that most of us share the high ideals that have been characteristic of the best booksellers in all times past. Any of us would rather sell good books than poor books. That more of the better books are not sold is not due to any lack of interest on our part. We cannot determine the public's tastes in literature; altho to some extent—by putting special effort behind books of a more lasting value—we can help to mould these tastes in the right direction.

So, if there is a weak link in bookselling, I think it is on the business—rather than on the professional or ethical—side. And I think the greatest problem we are facing today is one of over-production. So many books are coming from the presses it is impossible for the average bookstore to maintain anything like a representative stock. Those attempting to do so soon find their shelves loaded with hundreds of volumes for which there is no market.

Too Many Books

It is easy to put all the blame for this condition on our good friends, the publishers. But I am going to be reasonable and charge them with only 75 per cent—50 per cent for not returning more manuscripts in the stamped addressed envelopes provided by their authors, and 25 per cent

for employing the kind of salesmen they do. If they were to send out a bunch of mere "order-takers," it would all be so much simpler. After the bookseller has bought all the titles and as many of each as he could reasonably expect to sell, the "order-taker" would inquire, "Anything else?" and the bookseller would reply, "Nope, guess that'll be all for today. Let's go to lunch." Thus, the meeting of salesman and bookseller would become a peaceful and happy occasion. Nowadays it is a long battle of wits in which the bookseller usually comes out second best. For these publishers' representatives are the finest fellows in the world, and when they eloquently describe the big advertising campaign their house is putting behind a certain book or tell how such-and-such a new author is going to be "the great literary discovery of the year," they are hard to resist. The result, in too many cases, is that there are a few added volumes to be dusted, moved from shelf to shelf and counted at inventory time.

A More Rigid Weeding Out

A more rigid "weeding out" of manuscripts may work a hardship on a few hundred would-be novelists, but it will not keep down long any aspiring writer who has a real story to tell.

And after the "weeding out" process has started, the publisher will be able to put more advertising behind fewer books, the bookseller will have a better chance to push books that are worth pushing, the publishers' salesmen will have more time for golf, and we will all be able to get a quicker turnover, do a bigger volume and make more money.

I believe a better balance between production and distribution can be brought about in the next few years if the publisher, the publisher's salesman and the retail bookseller will all work together on this problem, each striving for a better understanding of what the other fellow is up against.

On the other hand, if the situation cannot be improved, there is still a way out for us booksellers. We can go into another branch of the business. For I am told the fine art of novel writing can now be learned in ten easy lessons!

J. M. Dent

A Publisher Who Has Greatly Influenced the Reading Tastes of a Generation

IT is well that America should be reminded occasionally that it is not only the new countries in which men rise from humble beginnings to high seats of honor in industry. The death of J. M. Dent, the great English publisher, brings to the front a story which gives the familiar story another setting.

From a family life of narrow income in a Quaker market town in Yorkshire and from a business apprenticeship at the age of thirteen, Mr. Dent became a publisher whose imprint is known thruout the world and who impressed his ideas and his taste on the booktrade history of three decades. No book reader or bookseller can have lived during this period without having handled some of the products of this famous publishing house or without having had the quality of the man impressed upon him thru the quality of his product.

He was born in Darlington in 1849. His father was devoted to music in an unmusical neighborhood. He kept a small, miscellaneous store. The family was constantly faced with severe struggle for a living margin. His first position was as messenger in an art museum. This was followed by a period of apprenticeship to a printer, and, when the printer failed in business, young Dent ran a press at home for a year until he was convinced that this method was unbusinesslike. Next he went to London and began a new apprenticeship at a salary of 12s. 6d., with hours from 8 a.m. to 8 p.m. By great diligence and application, he raised his income to 28s. a week and then married, his wife keeping her employment in order that the family income might be sufficient.

He then opened a book-binding shop on slender capital and built this steadily into a considerable business. In November, 1889, his wife died leaving him four children, and two months later a fire wiped out his business so that he was compelled to begin all over again. That this disaster

did not discourage him is evidenced by the fact that the following year marks his entrance into the field of publishing. The first enterprise was a characteristic one, the *Temple Library*, and the first book was Lamb's "Essays," illustrated by Herbert Railton. The dainty format of the book, its attractive illustrations and the literary quality of the material used were a most suitable beginning, and this series was pressed steadily forward in similar lines to great success and was produced in both cloth and leather bindings. So successful were they that Macmillan promptly took the American agency.

The next enterprise was the beginning of his series of eighteenth century novelists —Fielding, Austen, etc. The Fielding was one of the most delightful sets that Mr. Dent produced and in Austen he found an author whom he published several times with continued success.

The next publishing plan developed out of his wedding trip to Italy (he had married again in 1892), a plan for a series of books on the old towns of Europe, developing the personalities of the towns and illustrating their various quaint corners and buildings. The series did not actually come from the presses until 1898, as he was delayed in getting the right authors. Mrs. M. O. W. Oliphant had been asked to do Siena but could not do it, and Maurice Hewlett was diverted to other works. Finally the series was auspiciously started with a volume on Perugia by Margaret Symonds and Lina Duff Gordon. The series ran to over 20 volumes, and every city was personally visited by Mr. Dent. This series was distinguished in its make-up and has been a delight to a generation of readers and travelers.

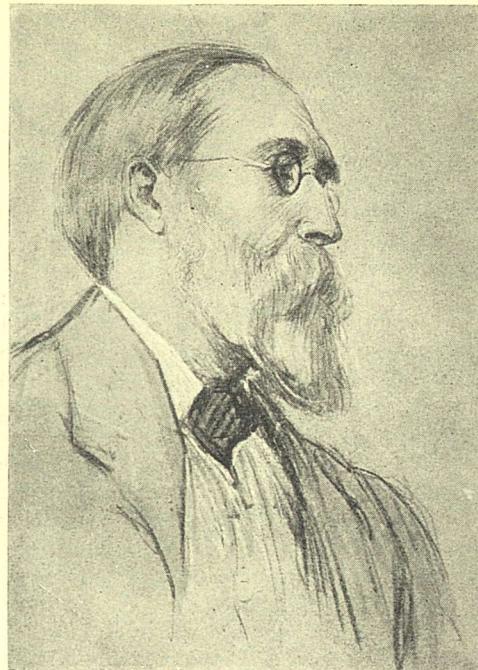
While this series was slowly developing, Mr. Dent made in 1893 his first trip to the United States, and he went proudly home with £7,000 of orders. In 1893 there came to him, thru the suggestion of a book-

seller, Mr. Evans, a plan for his most striking success, that of the Temple Shakespeare. Mr. Dent belonged to the Shakespeare Society and had always taken a very personal and direct interest in the plays. He secured Israel Gollanz as editor and took the greatest pains in planning the manufacture of the books. Special effort was made to have the type clear, the size handy and rubrics used to make the reading easier. The paper was Dutch handmade. Walter Crane designed the title-pages. The first volume, "The Tempest," came out in January, 1894, and it took two years to complete the forty volumes. The sales immediately soared and reached as high as 250,000 volumes a year. Mr. Dent has been quoted as saying that no piece of work ever gave him so much satisfaction.

It was Mr. Evans, too, who suggested Beardsley as the right illustrator for the proposed edition of "Morte D'Arthur," and this noble work was produced in monthly parts at 2s. 6d. between 1893 and 1894. Beardsley was then at the age of nineteen. Mr. Dent conceived the idea of exhibiting these illustrations and took a gallery for this purpose, at the same time showing work by Bell, Rackham, Crane and others.

The next conspicuous enterprise was the success of the Balzac, which had been suggested by A. R. Waller. He arranged with Ellen Marriage for the translation and Saintsbury for the introduction. The set did not sell in England, but Macmillan in America took 1,000 sets (later increased) which made the enterprise possible.

How rapidly his mind conceived new enterprises and carried them thru to suc-



cess is shown by the years immediately following when he issued a fine edition of Walter Savage Landor, of Thomas Love Peacock, of William Hazlitt, of Frederick Marryatt, while he took over from Little, Brown for English publishing the translation of Dumas, and Sienkiewicz; from Scribner, Turgeneff; from Houghton Mifflin, Burroughs. In 1898 he issued a larger edition of Shakespeare, the size of the page giving increased opportunity for typographical niceties.

In the meantime, he had moved into Macmillan's old building on Bedford Street close by the corner location which he occupied when business again grew.

In 1900, he had the conception of the need of small books on practical information and planned and executed a series of Temple Primers in 50 volumes.

Soon he entered into another field, that of the use of colored illustrations, first experimenting with "Elia" with Brock pictures and then with the *Autocrat Series* of Oliver Wendell Holmes. At the same time, he pushed thru in 1901 the beautiful little Temple Bible, which Lippincott handled in this country and a 30 volume Thackeray with Brock illustrations.

In 1902 he undertook to make a complete new edition of Charles Lamb, edited by William McDonald, and in this connection came into disagreement with Macmillan on the right to print certain of Lamb's letters. Macmillan had first published these, but Dent bought from Lamb's executives the letters themselves and felt that he had every right, legal and moral, to print them. He never was a thoro believer in the fifty year term of copyright, as he thought that kept books too long from general publication.

If the Temple Shakespeare was the most dramatic success of this great and long publishing career, the conception and production of the *Everyman's Library* was the most monumental undertaking. In 1904 and 1905 he began working on the idea of a great series of books which would bring all the classics of the world into the range of price that would enable the ordinary reader to enjoy them. He forecast that it would be a library of 1,000 books and undertook, in the face of great financial difficulties, to publish 50 at a time, each volume to be printed in an edition of 10,000, which meant that half a million volumes would be produced at one time. E. P. Dutton & Company now became his general American representative and underwrote 2,000 volumes each at the start. At times the Dent firm had on hand 2,000,000 volumes of the various books, an enormous problem of production and investment. He left no stone unturned to get the finest material and to get the co-operation of leading scholars. Introductions to various volumes were provided by James Bryce, John Masefield, Charles W. Eliot, Gilbert K. Chesterton and others. The first 50 came out in February, 1906, and the magnitude of the enterprise necessitated the planning of a new print shop and bindery which was built at Letchford. With this under way, he made in 1909 his third visit to the United States largely in the interest of the *Everyman's Library*, visiting colleges and literary people, including Woodrow Wilson, then president of Princeton, and Charles W. Eliot, president of Harvard. On his later trip in 1915 he visited many other university centers and always obtained the earnest co-operation and interest of educators. He conceived and made other people understand that the *Everyman's Library* was a great educational factor in the English-speaking world.

His effort to start a magazine called "*Everyman's Magazine*" was successful at first under the editorship of Dr. Sarolea and 100,000 copies were sold of the first number, but the editor spread his activities too far, the magazine suffered, and the public's interest lagged.

In 1913, the year before the war, he conceived a plan for a French library to

be known as the *Collection Gallia*. The success of this was hampered by the ineffective French agents who first served him and by the dishonesty of two of his own representatives, who later took on the business. The coming of the war made the marketing of this library extremely difficult.

It so happened that Mr. Dent was at Leipzig at the International Book and Printing Exhibit just before the war. He came back home much disturbed about world conditions. Two of his sons, Austen and Paxton were among the first to enlist, and both were lost the following year. The older son, Hugh, had from the early '90's taken a very great responsibility in the business, and, having a faculty for organization and for publishing details, has been able to supplement his father's genius for conceiving new enterprises.

Even this long record does not completely fill out the list of libraries that were undertaken—*The Wayfarer's Library*, undertook to do for modern literature something of what *Everyman's* had done for classical literature: *The Bedside Library of Classics*, edited by Ernest Rhys; and five years ago the beginning of *The King's Treasury*, edited by Quiller-Couch, intended to supply good reading at moderate prices for children in the schools.

Mr. Dent had a rare faculty for friendships and knew people of consequence and influence thruout the world. He did not restrict his interest wholly to his own business, but was the power in many organizations such as the Toynbee Settlement, the Shakespeare Society and other enterprises.

Such a record is worth recalling in detail, as Mr. Dent's personality and taste are expressed thru all his books as well as his idealism and his love of the beautiful in print and illustration.

"Those of us who knew him only in old age," comments the London *Mercury*, "will remember him for his prophet-like head—snow-white hair, ruddy cheeks, and keen, bright eyes—for his courteous manner and the charm of his address—for his undiminished delight in all that is greatest in literature. 'Let us give them the best,' he would say, 'and publish nothing unworthy'."

Warde's Arrighi Types

SOME Americans go abroad to try out golf links. Apparently others may get the habit of going abroad to try out printing presses. At least, there has come from the famous hand-presses of the Officina Bodoni at Montagnola di Lugano, Switzerland, a most beautiful volume done under the direction of Frederic Warde and from types that he has designed.

Frederic Warde studied under Bruce Rogers at the Rudge Press, and then was for a time in charge of the printing at Princeton University Press. More lately he has been in London working with Stanley Morison for Benn Brothers, and he expects to return to London after a stay in Paris where he has planned to produce several books. Mr. Warde is author of the highly praised book on Bruce Rogers, published by Harvard University Press last fall.

The book that comes from Italy is entitled "The Calligraphic Models of Ludo-

vico Arrighi surnamed Vicentino," and contains complete facsimiles of the sample books of Vicentino, reproduced with great nicety on 63 pages.

As a preface to these facsimiles, there is an historical and critical introduction by Stanley Morison. This introduction is printed in the new Arrighi type, successfully designed on the models of Vicentino. Few books of this historical character have been so successfully produced, and not only does this type add a notable font to the available types for special book manufacture, but the spirit of the type is so closely in keeping with the old models that printing of the two in one volume makes an harmonious whole that is further enhanced by the great care of the presswork and the notably beautiful binding in raspberry color hand-made Italian paper, with a vellum back lettered in gold.

The title-page bears Mr. Warde's name and the Paris address, but it is to be mar-

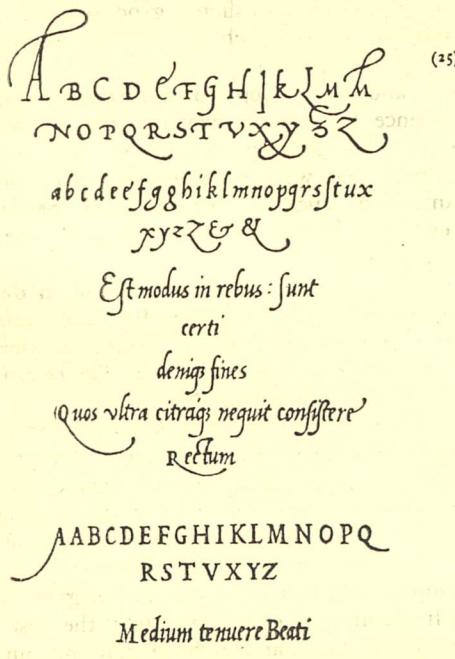
P R E F A C E

The volume, of which the present pages are a prospectus, embraces the complete series of calligraphic models made and published by Ludovico degli Arrighi. The facsimiles have been taken from the first edition of his two works and are in the size of the originals. Considerable care has been taken with the reproductions to preserve as far as possible the splendour of the original plates. It is hoped that they may be of some service to students of typography and calligraphy; it may be, too, that artists and designers will find in the same models an inspiration towards beautiful writing and lettering.

The type used in this volume is based upon the cursive designed by Arrighi and first used in his "Coryciana," Rome, mdxxiv. The punches for the type have been cut by hand.

The printing has been done on the hand-presses of the Officina Bodoni at Montagnola, upon hand-made paper. The binding, with vellum back and with figured paper covered boards designed expressly for this book, has been made entirely by hand.

Only Three Hundred copies printed.



keted thru J. & E. Bumpus, well-known booksellers of Oxford Street, London, at 45s.

The Arrighi type is in Italics only, and therefore suitable for only special fields of publication, but its appearance in this volume suggests many possibilities. As compared to such italic fonts as have been used by Bruce Rogers, for example, the Brimmer italics in "Theocritus," or the Old Style italics in "The Night Before Christmas," the Arrighi is of lighter face and greater delicacy and carries the feeling of cursive pen work much more happily. The font has upright capital letters as did most early italics, and a peculiar touch is given by the turning to the right of the tops of the ascending letters "d," "b," "h" "k" and "l."

Besides other things to his credit, Vicentino was responsible for the letters which we know as "swash capitals," "And it was on his form of type," says Mr. Morison, "and not on the Aldine that the italics of Garamond and Caslon were modeled."

It was said by Trissino, a contemporary, that "these new letters have been made here in Rome by Ludovico Vicentino, who, in calligraphy, has surpassed all other men of our age, having invented this most beautiful method of doing in print all that was formerly done with the pen. In his beautiful types he has gone beyond all other printers." Vicentino's model pages were done in 1523-25.

Nicholas Jenson, Printer

FROM the press of John Henry Nash of San Francisco there is about to be issued a folio volume entitled "Nicholas Jenson, Printer of Venice; His Famous Type Designs and Some Comment Upon the Printing Types of Earlier Printers" by Henry Lewis Bullen. The volume will contain a loose leaf from an original copy of Jenson's *Plutarch*, which was printed in Venice in 1478, considered perhaps the finest product of this press and "exemplifying the finest Roman type ever designed." The edition is to be limited to 207 copies, as it is that number of leaves of *Plutarch* that have been provided by the breaking up of a copy of the book. The essay which Mr. Bullen has provided will be printed in 18-point Roman

letter, a recutting of Jenson done by Morris Fuller Benton, and the paper selected is American Strathmore Antique, which will match as closely as possible the texture and tone of the paper used by Jenson. The book will be bound in marble paper sides, with a Spanish goatskin back and a leather label stamped in gold. The price is to be \$30.

Mr. Nash has sent out a beautiful 4-page folder showing the make-up of the book, and the layout of the text page leaves nothing to be desired. "The types of Jenson," writes Mr. Bullen, "have never been excelled. Masterly as are his types, his printed works are no less so. Typography is the only art which shows no traces of amateurishness in its earliest examples."

Letters of Pierre Bayle

ONE hundred and sixty letters of Pierre Bayle, seventeenth century martyr to independent thinking and known as "the father of Voltaire," have been purchased for Columbia University from funds given by Professor Wendell T. Bush. "Special interest attaches to the Columbia collection because investigation has revealed that the unedited letters contain much enlightening material hitherto suppressed," said Professor Grieg. "The collection at Columbia undoubtedly was used largely by the editors of the eighteenth century, because there can be seen the original editorial marks, indicating parts to be suppressed or changed. Since the suppressed or changed parts are full of information about Bayle's ideas and facts regarding his family, the letters may be considered as practically unpublished. Not only Voltaire, the leader of liberalism in the eighteenth century, to whom Tom Paine looked, and who was admired by Jefferson, Franklin and other founders of the Republic of the United States, was a disciple of Bayle, but Bayle also made possible the publication of Mosquesieu's "Spirit of the Laws," from which Jefferson and others derived ideas contained in the Constitution of the United States."

PARTHIAN

Shopkeeper: I suppose you could teach me how to run my business, eh?

Departing Customer: Probably. But it would take time.—*Punch*.

May Best Sellers

AGAIN "Gentlemen Prefer Blondes" and "Helen of Troy" head the list of best selling novels, compiled by *Books of the Month*. They are followed by two new titles: "Hangman's House," a romance of modern Ireland, by Donn Byrne; and Susan Ertz, who wrote "Madame Claire," is the author of "After Noon," a sophisticated yet simply told tale of the marriages of a father and his twin daughters. The next three titles are in the same order as last month, except that they have all moved down to make room for the above-mentioned new novels. "The Silver Stallion," another romance of Poictesme, by James Branch Cabell, is eighth. "The Black Flemings" and "The High Adventure" are last.

This is the fifth month that "The Man Nobody Knows" has topped the non-fiction list, and for the second time, Milton C. Work's new book on bridge is in second place. "Our Times" a chronicle of events during the first four years of this century, by Mark Sullivan, well-known newspaperman, is a new book at fifth place. Sixth, is another newcomer, "Fix Bayonets" by Capt. John W. Thomason. The author has made his own illustrations for his word sketches of the American Marines in France. Last comes Thomas Beer's "The Mauve Decade," another venture in informal history, this one recording memories of the latter part of the nineteenth century.

This list is made up from the reports of individual stores all over the country. Eastern stores are usually the quickest to vote for the most recent books, so that this month, the greatest number of votes for "Our Times," "Fix Bayonets!" and "The Mauve Decade" came from the east. "Why We Behave Like Human Beings," tho popular everywhere, is particularly strong thru New York and New Jersey. Edgar Guest finds his greatest num-



From "Gentlemen Prefer Blondes" Boni & Liveright

ber of adherents in the middle west. "The Man Nobody Knows" has practically the solid south behind it, but the only votes in the south for Carl Sandburg's "Abraham Lincoln" came from New Orleans and Waco, Texas.

FICTION

Loos. "Gentlemen Prefer Blondes." Boni & Liveright.

Erskine. "The Private Life of Helen of Troy." Bobbs-Merrill.

Byrne. "Hangman's House." Century.

Ertz. "After Noon." Appleton.

Bailey. "The Blue Window." Penn Pub. Co.

Thompson. "The Hounds of Spring." Little, Brown.

Norris. "Pig Iron." Dutton.

Cabell. "The Silver Stallion." McBride.

Norris. "The Black Flemings." Doubleday.

Farnol. "The High Adventure." Little, Brown.

NON-FICTION

Barton. "The Man Nobody Knows." Bobbs-Merrill.

Work. "Auction Bridge Complete." Winston.

Dorsey. "Why We Behave Like Human Beings." Harper.

Peters. "Diet and Health." Reilly & Lee.

Sullivan. "Our Times." Scribner.

Thomason. "Fix Bayonets." Scribner.

Farmer. "The Boston Cooking School Cook Book." Little, Brown.

Sandburg. "Abraham Lincoln, the Prairie Years." Harcourt.

Guest. "The Light of Faith" and other Poems. Reilly & Lee.

Beer. "The Mauve Decade." Knopf.

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 45th St., New York City

June 19, 1926

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Letting up for Three Months?

DO booksellers and publishers ever hang out the sign in their offices for the whole organization to see, "Now is the time to let up for three months." Possibly they do not do this in hand-lettered cardboard, but in conversation, in general attitude and in the amount of attention given to business does not this often happen?

"When the first roller skates of spring clatter down suburban streets," says *Printers' Ink*, "and the green begins to appear on the lean willow twigs, a curious madness seizes upon some people. They dictate a note to the general effect that their advertising will be cut. What the note actually says is, 'Let's all take it easy. We are not going to make any effort to help make your selling easier, gentlemen of the sales force. Here, then, are three lovely months in which you may improve your golf game. Instead of going out hard after orders this July, why not get rid of that disconcerting slice which robs your drive?'"

Undoubtedly every May marks a decided drop in book sales, but, if the whole staff of the publisher and bookseller settles down for easier times for three months, the total result of that fourth of a year is going to be startlingly different from what can be developed by pushing out for all of the sales possibilities. Take the possibilities of appealing to the travelers. The National Park Commission says that last season 1,760,000 people entered the na-

tional parks. These people are traveling out over the country in trains or automobiles and would be interested in books on the parks and maps of the country they are traveling thru, or in diversional reading for long journeys. Tens of thousands of boys and girls are going to summer camps. No one camp in ten has an adequate provision for reading, nor do the parents think of checking up the reading matter tho the blouses and sneakers and tennis rackets are never overlooked. Whose duty is it to get it into their minds but that of the booktrade?

Hundreds of thousands of people leave their ordinary addresses and have new summer addresses for two or three months. Perhaps they may be too busy to buy books in the last flurry before starting, but cannot their addresses be found and cannot they be reached by mail with catalogs. The local newspapers print scores of addresses of people going away, but first-class mail to home addresses will always be forwarded.

The foreign travel wave will reach mammoth proportions in June. Every thing should be done that is possible to see that these people are provided with the books they need and the maps they will want.

Some booksellers have let the map business of their community get away from them, and that business belongs in the bookstore. In the book business, at least, there is no need of "signing off" for the summer. "Static" can be overcome.

Is Your Store 75 Years Old?

ELLIS W. MEYERS, Executive Secretary of the American Booksellers' Association, would like to have, for the *New York Times*, information about booksellers and publishers who have been in business seventy-five years or more. Mr. Meyers should be addressed at One Madison Avenue, Metropolitan Tower.

In June, 1925, the *Publishers' Weekly* commented editorially on the older bookstores and found the Methodist Book Concern to be the veteran in New York with The American Tract Society, P. J. Kennedy Sons, Putnam's and Brentano's following. How many more are there in the seventy-five year-old vicinity?

Ban Off War Stories?

WITHIN the month, says an editorial in the *Writer*, evidence has accumulated that war stories are coming back into their own. The success of "What Price Glory" and "The Big Parade" has shown how the wind is blowing. *Scribner's* has been courageously experimenting for some months. Just recently the *Saturday Evening Post* opened the gates experimentally and it is reported on good authority that the reader reaction has been favorable. This news is of great importance: it means that the war as a subject for fiction is again out of the outlaw class. Where the *Post* leads a host will follow.

"One for All and All for One"

THE Guild system in Europe under which printing developed and the craft of printing spread from city to city was a system under which the Guild itself held a monopoly of the craft but no member of the Guild was permitted to be a monopolist. It was with them, as Henry Lewis Bullen has pointed out in his recent essay on Nicholas Jenson, a case of "one for all and all for one."

The booktrade in its present revival has taken on some of these same characteristics. Never before in the history of the American trade has there been such an evident willingness on the part of both publishers and booksellers to share their experiences and the value of their successes with other members of the trade. Publishers freely exchange information, work together on publicity, gather by common effort the lists of new book outlets and together issue helpful material to encourage those who start in the business. This is perpetuating in today's problems the fine spirit of the Guild system.

The American Booksellers' Association is performing a similar function, and no one can come from a Booksellers' Convention or read Convention reports without feeling that every bookseller is willing to help his fellow bookseller in other parts of the country in every way that is possible. The bookseller who falls behind will be the one who stays out of the current and

remains content with gaining the benefit only of his own personal experiences rather than learning from the experiences of others.

Remember the Date

THE dozen different agencies in every community that are interested nowadays in Book Week will be likely to turn to the bookseller for special information such as the date, new ideas, etc., and every bookseller should have firmly in his mind as one of the events of the year Children's Book Week, November 7th-13th.

From the start of this movement the second week in November has proved to be the most generally acceptable time. In the fall, the schools have more time to give to this event than they would in the spring when so many of the special courses of study begin to have events and programs. The Clubs are more interested, because it is in winter that they are developing their literary program. Scouts are more interested, because outdoor activities are changing to indoor activities and the boys are turning to their books for the long winter evenings.

The booksellers can always do better when they are following the natural trends of public interest rather than forcing them, and therefore can get more results, Book Week results in November. If Book Week were in December, the educational value of it would be lost in the general promiscuous rush of buying and the peculiar community character of the occasion lost. Still further advantage to the booksellers is that they have a new and large stock at this time. Most of the fall books are ready and general stocks are complete, ready for the natural depletion of December. Everything plays together to make this occasion what it is, and it is never too early to get the dates November 7th-13th firmly fixed in the community's minds.

The National Association of Book Publishers from its headquarters at 25 West 33rd Street reports that 5,000 cities are listed among those who reported Book Week activities last year. It is up to the booktrade to see that this number is increased by another 1,000 in the next year's reports.

AMERICAN FIRST EDITIONS

A Series of Bibliographic Check-Lists

Edited by Merle Johnson

Number 79

EDGAR FAWCETT, 1847-1904

Compiled by Vrest Orton

FAWCETT earned his livelihood as a writing man, and a great many of the works listed below appeared periodically before book publication: there is also a great amount of material never collected. Due to the manner and time of his work a number of the books appeared in paper wrappers, as in the case of Edgar Saltus, and such books are indicated. His work includes one set of essays, four collections of poems, the balance fiction. His first book is very scarce; his most important, perhaps, "An Ambitious Woman."

ASSES' EARS. *New York*, 1871.

SHORT POEMS FOR SHORT PEOPLE. *New York*, 1872.

PURPLE AND FINE LINEN: A NOVEL. *New York*, 1873.

ELLEN STORY: A NOVEL. *New York*, 1876.

FANTASY AND PASSION. *Boston*, 1877.

A HOPELESS CASE. *Boston*, 1880.

A GENTLEMAN OF LEISURE: A NOVEL. *Boston*, 1881.

THE FALSE FRIEND. *New York*, [1880].

No. 787 Seaside Library. Adapted from the play produced at Union Square Theater.

AN AMBITIOUS WOMAN: A NOVEL. *Boston*, 1884.

RUTHERFORD. *New York*, 1884.

Cloth bound August 3rd; paper cover August 9th. On cover; (Standard Library No. 121).

THE BUNTLING BALL: A GRECO-AMERICAN PLAY. *New York*, 1884.
Anonymous.

SONG AND STORY, LATER POEMS. *Boston*, 1884.

THE ADVENTURES OF A WIDOW: A NOVEL. *Boston*, 1884.

THE CONFESSIONS OF CLAUDE: A ROMANCE. *Boston*, 1887.

SOCIAL SILHOUETTES. *Boston*, 1885.

Being the impressions of Mr. Mark Manhattan; edited by Edgar Fawcett.

THE NEW KING ARTHUR: AN OPERA WITHOUT MUSIC. *New York*, 1885.

Anonymous.

THE HOUSE AT HIGHBRIDGE: A NOVEL. *Boston*, 1887.

ROMANCE AND REVERY: POEMS. *Boston*, 1886.

TINKLING SYMBOLS: A NOVEL. *Boston*, 1884.

DOUGLAS DUANE. *Philadelphia*, 1888.

With "Sinfire" by Julian Hawthorne.

MIRRIAM BAlestier: A NOVEL. *Chicago*, [1888].

On cover; the Household Library, Vol. 4, no. 10.

DIVIDED LIVES: A NOVEL. *Chicago*, [1888].

A MAN'S WILL: A NOVEL. *New York*, 1888.

OLIVIA DELAPLAINE: A NOVEL. *Boston*, 1888.

AGNOSTICISM AND OTHER ESSAYS. *Chicago*, [1889].

A DEMORALIZING MARRIAGE. *Philadelphia*, 1889.

A DAUGHTER OF SILENCE: A NOVEL. *New York*, [1890].
On cover: The Belford American Novel Series No. 25.

HOW A HUSBAND FORGAVE: A NOVEL. *New York*, [1890].

THE EVIL THAT MEN DO: A NOVEL. *New York*, [1889].

FABIAN DIMITRY: A NOVEL. *Chicago, New York*, 1890.

A NEW YORK FAMILY: A NOVEL. *New York*, [1891].

A ROMANCE OF TWO BROTHERS. *New York*, 1891.

BLOOMS AND BRAMBLES. *London*, 1891.

AN HEIR TO MILLIONS. *Chicago*, [1892].
On cover: The Ariel Library No. 19.

WOMEN MUST WEEP: A NOVEL. *Chicago*, [1891].
On cover: The Library of Choice Fiction.
Published in Chicago [1895] under the title, "A Story of Three Girls."
On the cover appears, The Library of Choice Fiction No. 38.

AMERICAN PUSH. *Chicago*, 1893, [1892].
On cover: The Ariel Library no. 24.

LOADED DICE: A NOVEL. *New York* [1891].

THE NEW NERO. *New York*, 1893.
On cover: Once-a-week, semi-monthly Library vol. 10, no. 22.

SONGS OF DOUBT AND DREAM: POEMS. *New York*, 1891.

THE ADOPTED DAUGHTER. *Chicago*, [1892].

A MILD BARBARIAN: A NOVEL. *New York*, 1894.

HER FAIR FAME: A NOVEL. *New York*, 1894.

OUTRAGEOUS FORTUNE. *New York*, 1894.
Also under title of "A Martyr of Destiny." *New York*, [1894]. With
Once-a-week, semi-monthly Library vol. 2, no. 22 on cover.

A ROMANCE OF OLD NEW YORK. *Philadelphia*, 1897.

A COMEDY OF COUNTER PLOTS AND OTHER OUTING STORIES.
New York, London, 1894.
Outing Library vol. 1, no. 2.

THE GHOST OF GUY THYRLE. [New York, 1895.]
On cover: Once-a-week, semi-monthly Library vol. 12, no. 19.

A STORY OF THREE GIRLS (WOMEN MUST WEEP). *Chicago*, [1895].
On cover: The Library of Choice Fiction No. 38.

NEW YORK: A NOVEL. *New York* [1898].
On cover: Neely's Continental Library No. 17.

THE VULGARIANS. *New York*, 1903.

SOME REMINISCENCES OF OLD VICTORIA. *Toronto*, 1912.

An A. B. A. Page

News and Notes of the American Booksellers' Association

Ellis W. Meyers *Executive Secretary*

1 Madison Ave., *Metropolitan Tower, New York City*

The Association Bulletin of Advice

THE first meeting of the new Advisory Committee has been held and we have formulated a plan of action. *Booksellers* and *publishers* will be interested to know that the greater portion of the A. B. A. monthly bulletins will, in the future, be devoted to giving definite aid for the retail selling of books.

Publishers are requested to keep us informed of all of their *important* books as far ahead of the date of publication as they know themselves. We want to know not only the title and author, but *what the publisher intends to do to sell the book*—a schedule, approximate at least, of the forthcoming advertising and a list of the material (letters, cards, window displays, etc.) which he will supply to the booksellers if requested.

At the committee's monthly meeting (the first Wednesday of each month) lists of books to be published for sale the following month, under the general headings of "Fiction," "Non-Fiction," and "Juvenile," as well as supplementary listings of books for religious and college bookshops, will be compiled. The lists will consist of those which, in the opinion of the committee, are most saleable. In each case there will be a resumé of the publishers' campaign and each month certain of the titles will be selected and samples of newspaper advertising, letters, window trims and sales talks will be given. Where subjects recall other books of the same kind, the titles will be listed so that, for instance, if a new book on evolution is likely to start a big sale, it will carry older publications with it.

No attempt is being made to create a

number of "best sellers" at the expense of the rest of the books in the bookshops and book departments. The selected books will be used as "leaders" and we expect to send them up so that they may "drag the rest of the line" with them. The advisory committee's work will cover everything from the placing of the orders thru the taking of advance orders, the instructing of sales persons, and the trimming of windows and writing of advertising, to the final sales *and the plus sale*.

The committee is composed of people who know their own job thoroly and are competent to advise on every phase of bookselling. They are:

Cedric Crowell, General and Bookstore Management

Marion Cutter, Children's Books

Joseph Estabrook, Department Store

Alfred Hartog, College Bookstore

George W. Jacobs, General

Walter Lewis, Religious Bookstore

Rumana MacMannis, Bookstore Advertising and Sales

John Macrae, Jr., Advertising and Window Trims

Frank Magel, General and Special Effort

Joseph Margolies, Buying

Ellis Meyers, *Chairman*, General

Barclay Tobey, Advertising

From time to time we will naturally take advantage of the help which will willingly be given us by a number of other members of the Association, and additionally, we want every bookseller and publisher to let us know where we can be of service.

It has been suggested that publishers adopt paper of the same size as that which we will use for our bulletin, perforated

for loose leaf filing (dimensions will be furnished later), for their letters to the trade. Then if a publisher announces a fall book early in the spring the bookseller can file the announcement and if the committee recommends the book, he will always know where to look for full information. This will keep a number of important announcements out of wastepaper baskets.

Here at last is something that cannot be considered other than an aid to More and Better Bookselling.

Publishers—Please start sending in the matter which we request now. It is best to plan on letting us have it in one or two mailings, between the tenth and twentieth of each month. At our next meeting (on July 7th) we will write the copy for the June *Bulletin*—planning a campaign for August. Give us all of the information on your important books that you can.

“Better Retailing”

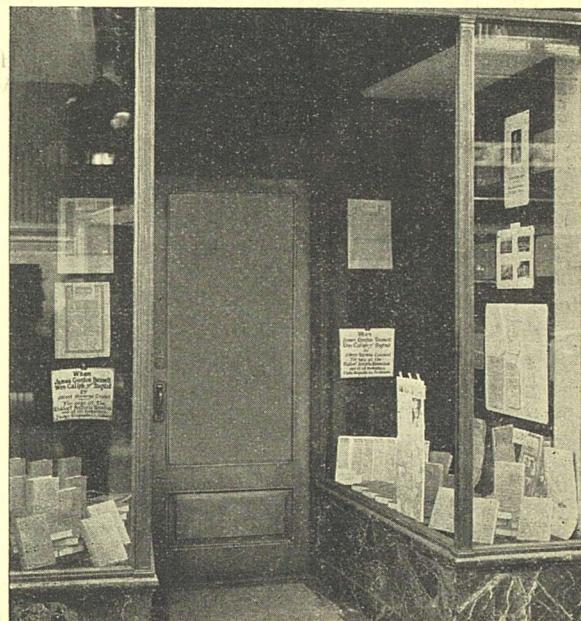
“**BETTER RETAILING**,” a handbook of a number of things which have helped retail stores to become successful, is the title of a booklet printed “in the interest of better retail business” by the

National Cash Register Co. and distributed by them at the recent Canadian Booksellers’ Convention at Toronto.

Over 200,000 copies of this booklet have been distributed to merchants and this third edition has been completely revised and many important additions have been made. The majority of these changes have been influenced by suggestions received from merchants. All data have been secured from investigations made by the National Cash Register Company’s staff and from government departments, bureaus of business research, and trade organizations. Figures, tables, etc., are the latest available. Nothing in the book is untried or theoretical. The aim has been to make it a practical manual of retail business.

There are chapters on “Store Organization,” “Buying,” “Advertising,” “Selling Goods Thru Window Displays,” “How to Increase the Average Sales,” “Dividing Your Store into Departments,” etc. The booklet is profusely illustrated with pictures and charts and should be of great worth to the bookseller with very little adaptation to his individual needs. It may be had from the Merchants’ Service Bureau of the National Cash Register Co. at Dayton, Ohio.

Window Display in the Waldorf Astoria of “When James Gordon Bennett Was Caliph of Bagdad,” by Albert Stevens Crockett, published by Funk & Wagnalls Co. The window displayed copies of the book, interesting telegrams, letters, newspaper clippings.



How One Woman Built a Gift Book Department

THE promotion of books as gifts which has led to the development of gift book departments is the basis of the last part of Margaret Darst's article in the *Saturday Evening Post* for May 29th, "Getting on in the World." Attention has recently been called thru the American Booksellers' Association Convention and rotogravure advertising to the gift and rare bindings departments of Harry Korner's store in Cleveland, and Stewart, Kidd Co. in Cincinnati, and the interest shown in these two stores' activities along this line promises equal interest in Miss Darst's experience in building up a gift book department. Without experience and with only a knowledge and love of books she was given a chance at fifteen dollars a week to see what she could do with a store's gift department—an entirely complimentary title, it seems, since it contained but one show case in a far corner of the second floor, and that containing "a weird conglomeration of literature, some of it classical, some popular and much of it trash, but for the most part done up in small, dainty leather or parchment bindings supposed to appeal to those in need of a trifling gift." There were the usual experiences of building up a following, of improving a customer's taste, and in each and every way leaving him satisfied. In one month's time the department was moved bodily to a prominent position on the main floor, center aisle; Miss Darst received a raise in salary, an assistant to do the stock keeping, new and larger show cases, and carte blanche permission to gather from all over the store whatever she thought would be an asset to the Gift Book Department. Two features of her department Miss Darst describes in detail and her success with them may be of help to other booksellers:

"Invariably people wished to write something on the fly leaf of the gift they purchased, yet were at a loss for just the graceful phrase, so I found it well to collect and keep on hand a variety of clever presentation phrases and messages to offer. From the manager I obtained an order for a continuous supply of white tissue paper

and satin ribbon to tie the gifts in real gift form, and you have no idea how a trivial thing like tissue paper and ribbon increased the sales. One lady took a fancy to a fifteen-dollar leather-bound volume of etchings, which she gave whenever she needed a wedding gift, her one stipulation being that it should be tied in tissue paper with wide lavender satin ribbon. Without these finishing touches she wouldn't have bothered sending a book. One old gentleman brought me an itemized list of his daughter's family so I could choose a suitable book for him to present each one when he arrived on a visit. The paper and ribbon trimmings were largely responsible for his return at Christmas with his entire gift list, to be filled out and wrapped up the same way—a sale of some forty volumes."

So successful did she make her department over the Christmas rush that with the New Year she became buyer for the department and received an attendant increase in salary.

A Book Buyer's Prize

A PRIZE for the buyer and reader, rather than the author, of the best books is the keynote of an editorial in the *New York Times* for June 11th.

"A writer in the London *Saturday Review*, discussing the giving and refusing of prizes, offers a suggestion for more and better prizes. He means better in the sense of more discriminating. Instead of rewarding the author of one good book, some thoughtful millionaire ought to offer a prize to the buyer of many books, no matter what kind, so long as they are contemporary.

"Not enough books of any kind are bought, and even the purchase of many screaming best sellers ought by some mysterious inductive process to increase the sales of literature. If a man knew that he would win a thousand dollars by buying more books than any other individual in a given year, he might at least hope to get his money back.

"General approval of literary prizes, particularly of an official nature, is expressed by this writer. He concedes that they do not do the honored author much good be-

cause he is usually already decorated with golden laurels, but he insists that they do magnify the art of writing. People who are indifferent to literature or who do not respect it are bound to feel that it must be worthy of notice when it is officially recognized."

This idea has been used to some extent with school children especially in connection with the Book Week activities and there is no reason why it should not at least be tried for the older generation. In an editorial which follows immediately on the above in the same number of the *Times* there is a discussion of what prizes do to an author's writing which, tho it bows to both sides of the argument, does not actually turn either to the right or the left. The last paragraph however is a statement of the book buyer's prize—his award or reward.

"The book buyer will find his reward in the same obvious way that authors win prizes whether they will or no. He will have pleasure in reading and owning books and, if his friends are honest, in lending them"—and if his community is putting the book buyer's prize idea to practical use, he may have a prize. In fact, if the practice becomes an accepted one we will soon be hearing of inter-state championships and finally international. Who will win the Olympic book-buying open championship for 1936?

What did you do During the Strike?

A PLAY was recently produced in which the action concerned the different ways in which a group of people reacted to the fact that the sun was freezing and all life on the earth would soon be extinguished.

The rather recent London strike, or "emergency" as the First Commissioner called it on tickets-of-leave which were distributed, must have been as varied in its effect as this play and the actions as interesting to study, but unfortunately not everyone is given to betraying himself in print. What did the authors do, however, may be answered if Edmund Gosse's behavior is representative, and whose is if not his? In the *Sunday Times* (Lon-

don) of May sixteenth he wrote:

"What an elderly person, for action all unfit, was doing in the emergency, can interest very few readers. Nevertheless, for these few I will confess that I fell back upon the consolations of literature. 'Stone walls do not a prison make,' nor Clarence Gate a cage, so long as my silent sentinels stood round the room in rows. Industrial despotism might prevent the manufacture of new books, but I, for one, could do without them very well.

"If any one cares to know it, I was deep in 'Don Quixote.' It is full of tags appropriate to the situation, and altho it would have been injudicious to proclaim them abroad, the thought of them made me laugh in my fastness.

"'Hamlet,' too, was comfortable reading; a pity that we know it all by heart. But have we ever done full justice to 'Tristram Shandy'? Now was the time for 'The Canterbury Tales.'

"Depend upon it, in hours of suspense, the old books are the best books. Accordingly, I venture to advise all my readers, if in troublous times they are not so fortunate as to be serving their country actively, to console themselves with the best authors. Liberty was sure to come back to us, and we ought never to have doubted that, as England won the war, she would win the emergency."

A safe, sane and delightful way in which to spend Strike days you must admit. Mr. Gosse prophesies that in future times children will ask their grandfathers after, "What did you do in the war?", "What did you do in the Emergency?" One wonders if the parents will ask one another, "If you had to be stranded in the midst of the London Strike of 1926 for a month or more what ten books would you take with you?"

"People are Buying More Books Now"

"YOU there in the bookshop have heard the term 'Mass Psychology,'" writes the Canadian *Bookseller*. "What would the effect be, do you think, if every bookseller whispered quietly to every customer that came to his shop, 'People are buying more books now!'"

New Oxford Quarters

THE American branch of the Oxford University Press has completed the extension of its quarters at Thirty-Third and Thirty-Fourth Streets, New York, having taken over the fourth floor and moved the main offices to that level while still continuing to use the third floor for stock room and shipping. This is in the same building occupied by D. Appleton & Co., who conducted a similar campaign of expansion a year ago.

The new offices of Oxford Press are planned with great care and make the most attractive and hospitable headquarters for its business. Just beyond the main entrance are illuminated show-cases containing some famous books of the Press, new issues of distinction and some of the fine bindings that are used on the religious books. In one of the cases is shown a copy of the first Bible printed by the Oxford University Press in 1675. This is octavo size, prefaced by "The Book of Common Praier," and the title-page says, "Printed in Oxford at the Theater." The theater referred to is, of course, the Sheldonian Theater, but the word gives an unexpected turn to an imprint thus appearing on so dignified a religious volume. There is also on display a copy of the first folio Bible of the Oxford Press of 1701 and of the first printing on Oxford India paper, which is a small volume printed in 1842 on paper that had been brought back from the East. It was only after considerable experimentation that they found the method of making this paper. Another case displays volumes from the first edition of "Clarendon's Rebellion," 1759, the proceeds from which helped to erect the Clarendon Press building at Oxford.

A very important book in connection with the history of the Oxford Press has just been received from England entitled "Specimens of Books Printed at Oxford With the Types Given to the University by John Fell." John Fell, Bishop of Oxford, was the patron saint of the Press the latter part of the seventeenth century, and his types have been used in some of the loveliest volumes that the Press has issued down to and including the "Oxford Book of English Verse."

In 1900 the Press issued another now rare volume on its history entitled "Notes on a Century of Typography at the University Press, Oxford, 1693-1794." This book is now difficult to obtain, but a copy of it rests on the library table in the office of William W. McIntosh, head of the American office. Mr. McIntosh has been provided in the new arrangement with a most delightful office surrounded by pictures of the Oxford Press and of the leaders of its organization, both of England and America. In one frame has been collected the portraits of the four men who founded the American branch, John Armstrong, first general manager, William W. McIntosh, secretary, C. C. Skepmoes, associate secretary and William Oliver, treasurer.

Periodical Note

The Journal of the National Education Association has issued a program of its plans for book emphasis during the coming season which shows how much attention it will pay to the plan of putting the book to its fullest use in the area of national education. As previously, it will issue a descriptive list of sixty educational books of 1926, a feature that it has run in the past two years under the editorship of Joseph L. Wheeler of the Youngstown Public Library. It will also reprint a list of the forty most significant books in all fields in America during 1926 as selected by the American Library Association for the purposes of the Bureau of Intellectual Cooperation of the League of Nations. In October it will have a special list of books prepared by the Association's Committee on School Libraries together with an article on the Newbery prize books; in November, a résumé of the reading lists of the American Library Association entitled "Reading With a Purpose"; in December, an emphasis on the part teachers can play in encouraging the selection of choice books for Christmas gifts. April will bring forward a list of material useful in planning for World Good Will Day, May 18th, the May number to have a description of the teacher's personal library and June to include a list of the best children's books produced during 1926.

New Circulating Library

THE lack of space for large libraries in modern apartments, the books worth reading but too ephemeral to own and the low price at which one can have all recent publications available to them has been responsible for the general public interest in lending libraries. It certainly cannot be called a modern institution but the widespread participation can.

The latest convert is one of the largest and oldest bookstores in New York, The Putnam Book Store. It has considered the conditions under which New Yorkers live and has been casting around for some way in which to help them meet their problem of "to read but not to keep." In studying the situation it has been watching the lending library of the Old Corner Book Store in Boston and it is due to the success of that department that it has added one of its own. It was opened on June first and will be tried out for the remainder of the year. The results at that time will decide whether or not the library be continued.

Membership may be secured on application and the deposit of one dollar, returnable on request when service is discontinued. There is a weekly fee of twenty-five cents and a small additional charge for each day beyond the week. If after reading a book, it is decided to buy it, the Library fee is deducted from the purchase price. On books valued at three dollars and up, a deposit will be required from members not on Putnam's list of charge customers. An unusual feature is that afforded customers with charge accounts. They are offered library fee cards which may be purchased for \$2.00, \$5.00 and \$10.00. These cards may be charged to the customer's regular account, and their use will save the annoyance of small cash payments for rentals. These cards may also be purchased for cash by those who prefer this method. Subscribers holding library fee cards may, if desired, have books sent to them by parcel post. For this service a small additional charge will be made.

As customers make use of this experiment it will develop to meet their demands. A circulating library in a large bookstore, or in any well-run, well-stocked store

should, contrary to the frequently expressed pessimistic attitude, help the sale of books by promoting bookish interests of the customer and in the passing on of books he has read as gifts and prizes.

Better Movies

"THE determination of the General Federation of Women's Clubs to campaign for clean movies," says an editorial in the *New York World*, "is all very well in its way, but why doesn't it campaign for better movies? Despite the alarmed talk the fight for clean movies has been won. Producers have at last got it thru their heads that their public consists of the great American family, and it is a rare movie nowadays that contains anything even slightly indecent.

"But that does not mean we have good movies. Save for an occasional exception our movies are almost uniformly bad; that is, they are dull, vacuous and without sense. In literature they would correspond not to good fiction but to the cheapest and most improbable stuff purporting to deal with the Wild West and so-called high life. The situations are incredible, the motivation is so false as to be ludicrous, the characterization is almost non-existent. Save for photography, which is invariably good, they have nothing to recommend them. Yet there seems to be little protest. Now and then a critic makes caustic comment, but the rank and file of movie-goers seem to think that if the moral tone is impeccable then the aesthetic appeal doesn't matter.

"The General Federation of Women's Clubs seems to be able to direct an organized effort with considerable effectiveness. Its members are women of taste. It would be interesting to see whether, if it undertook a campaign, it could effect an appreciable change in the public demand for quality. The experiment might be worth trying."

Typographical Error

Diner: "Hey, waiter, there's a button in this soup."

Waiter (Ex-Printer): "Typographical error, sir, it's supposed to be mutton."—*Press Impressions*.



Edward Bergen

New Dodd, Mead Salesmen

DODD, Mead and Company have recently added two salesmen to their force. Mr. Edward Bergen, whose territory is the small towns of the Middle West, was previously employed in the manufacturing department of Dodd, Mead and Company, where he gained an intimate familiarity with publications of that firm. Another recent Dodd, Mead acquisition is Mr. Nevin Stevenson, well known in the trade as manager of several of the Doubleday, Page Book Shops in Toledo, Cleveland, New York, etc. Mr. Stevenson's territory is Baltimore, Washington and the entire South.

New Stokes Officers

AT the recent annual meeting of Frederick A. Stokes Company Horace W. Stokes, son of Frederick A. Stokes, was elected secretary. Mr. Horace Stokes comes well prepared for this position, having had newspaper experience, experience in general advertising as well as experience as a writer. At the same meeting, Henry W. Savage and Brett Stokes were elected directors of the corporation, the former having been connected with the sales department for twenty-five years and one of the best known travelers in the publishing field, and the latter having been actively connected with the sales department for

some time. Maynard A. Dominick continues as treasurer and sales manager.

On reaching his desk on the morning of June 9th, Mr. Frederick A. Stokes found a hardy tournament rod and complete outfit awaiting him accompanied by a note signed by the entire Stokes staff reading as follows:

1881

1926

To Frederick A. Stokes on the forty-fifth birthday of the house of Stokes, those who have worked with you and for you, present this token of their great affection and true loyalty. Fully aware of the honored place you have made for Stokes Company in the publishing world, we are proud to be associated with you and the organization you have created.

Communication

CROSS WORD PUZZLE FIGURES

37 West 57th St., New York,
June 8th, 1926.

Editor, *Publishers' Weekly*:

It has been suggested that the statement in the June fifth issue of *Publishers' Weekly* to the effect that the sales of Simon and Schuster Cross Word Puzzle Books have passed the million mark might be interpreted as publishers' hyperbole. It seems to us that the precise figures would be interesting to the booktrade. Here they are:

As of June 1st, 1926, 815,173 Simon and Schuster Cross Word Puzzle Books have been sold in the United States alone and our last royalty statement from the British publishers showed a sale of 105,320 copies. These two figures together, plus Canadian and other foreign sales bring the total amply over the million mark.

Equally significant is the fact that our sale on Cross Word Puzzle Books is substantially larger now than it was a year ago, and keeping up consistently.

We are sending you this note in the belief that one ounce of specific fact is worth more than a pound of generality.

M. LINCOLN SCHUSTER,
Simon and Schuster.

Obituary

CHARLES BRAUNWORTH

CHARLES BRAUNWORTH, head of the Braunworth Company of Brooklyn, one of the largest book manufacturing plants in the metropolitan district, died at his home in Roseland, N. J. on June 12th. He was seventy-nine years old and had served as mayor of his town for two terms. In early manhood he was a delivery clerk in the bindery of G. W. Alexander & Co., Astor Place, New York, in the building with J. J. Little & Co. At the age of thirty, he started for himself in Brooklyn, and, as the business grew, four of his sons became associated with it. He gave, recently, a large auditorium to his home town.

RONALD FIRBANK

RONALD FIRBANK, author, died on June 7th in Rome, his publishers, Brentano's, have just announced. He was born in London in 1886, the son of Jane Harriette and Major Sir Joseph Thomas Firbank, M.P. He was educated on the continent and at Trinity College, Cambridge, and traveled extensively, living in London, Spain and Portugal. His winter months he spent in Rome. At the time of his death Mr. Firbank was working on an American novel, and "Valmouth" which was first published in London in 1919 has been announced for publication this fall. Other books of his are "Prancing Nigger," "The Flower Beneath the Foot," "Odette d'Antrevernes," "Caprice," "The Princess Zoubaroff" and "Santal."

Personal

AT THE ANNUAL MEETING of the American Institute of Graphic Arts W. Arthur Cole of New York was elected president to succeed Burton Emmett and, as directors for three years, Henry W. Kent of the Metropolitan Museum, David Silve of the Pynson Printers and Frederic G. Melcher of the *Publishers' Weekly*.

Changes in Price

ATLANTIC MONTHLY PRESS PUBLICATIONS
 "Collector's Luck in France," by Alice Van Lear Carrick, increased to \$3.00.
 "Collector's Luck," by Alice Van Lear Carrick, increased to \$3.00.

Missing

Jones Clark: The Faith of Blood-Thirsty Oppression. A Sermon preached at Lexington, April 19th, 1776. Unbound, tiny hole in half-title.

Benjamin Gilbert: Narrative of the Captivity. Philadelphia, 1784. Old wrappers, uncut.

J. Murray: Three page autograph letter signed. To General Lovell, Sept. 24th, 1779.

John Conrad Shaffard: Narrative of the Extraordinary Life of John C. Shaffard. New York: 1840.

James Van Leason: A Narrative of a Voyage. Windsor: 1801. Stitched, uncut, two leaves torn.

The Upright Lives of the Heathen. Philadelphia: A. & W. Bradford. Unbound. Autograph of Jos. Scattergood on titlepage.

Two hundred Dollars Reward will be paid to anybody who procures the above items.

Five hundred Dollars Reward will be paid for the apprehension of the dishonest person involved.

CHARLES F. HEARTMAN
 612 Middlesex Avenue
 Metuchen, N. J.

Business Note

NEW YORK CITY.—A fire recently destroyed the entire stock and the shop—not even a letterhead was saved—of the Union Square Book Shop, 30 East 14th St. No insurance was carried and the loss was not, therefore, covered. They are doing business, however, at 10 East 14th St. until their shop is restored. It will take two or three months.

RACINE, WIS.—Mabel I. Emos has sold the Junction Book Store to Alfred Sorenson.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Adcock, Almey St. John

Winter wheat. 320p. D [c. '26] N. Y., Doran \$2.50

A poignant love story of English country folk.

Ayres, Ruby Mildred [Mrs. Reginald Williams Pocock]

The littl'st lover. 281p. D (Popular copyrights) [n.d.] N. Y., Grosset 75 c.

Barcroft, Joseph

The respiratory function of the blood; part I: lessons from high altitudes. 215p. O '26 N. Y., Macmillan 55

Baxter, George Owen

Train's trust. 320p. D [c. '26] N. Y., Chelsea House \$2

Steve Train undertakes the mission of finding a western outlaw and delivering to him \$50,000 which a rancher owes him.

Bixler, Julius Seelye

Religion in the philosophy of William James. 242p. (bibl. footnotes) O (The Amherst books, first ser.) c. Bost., Marshall Jones \$3

Blum, David L., ed.

Some recent New York University verse; introd. by James B. Munn. 114p. O c. N. Y., N. Y. Univ. Press \$2

Brewer, Daniel Chauncey

The conquest of New England by the immigrants. 375p. D c. N. Y., Putnam \$2

Dealing with the passing of Yankee New England, due to the influx of immigrants from continental Europe.

Bridgman, Helen Bartlett [Mrs. Herbert Lawrence Bridgman]

Conquering the world. 264p. D '25 c. N. Y., Cloister Pub. Co., 309 Lafayette St. \$1.75

Bezzi, Mario

A new genus and species of Borborid flies from South America. 6p. (bibl. footnotes) diagrs. O (No. 2621, Proceedings of U. S. Nat'l Mus.) '26 Wash.,

The last passion. 223p. D '25 c. N. Y., Cloister Pub. Co., 309 Lafayette St. \$1.75

Brinkley, Stuart Robert

Principles of general chemistry. 487p. (bibls.) il. diagrs. O '26 c. '23-'26 N. Y., Macmillan \$3.50

Browne, Frances

Granny's wonderful chair—and its tales of fairy times. 206p. il. (col.) D '26 N. Y., Macmillan \$1.75

Buck, Charles Neville

A gentleman in pajamas. 312p. front. D (Popular copyrights) [c. '24] N. Y., Grosset 75 c.

Burke, Thomas

East of Mansion House. 270p. D [c. '26] N. Y., Doran \$2 Stories of the London riverfront slums.

Bush, Arthur Dermont, M.D.

A college text-book of physiology. 331p. (bibls.) il. diagrs. D '26 Phil., Lea & Febiger \$3.50

Bynner, Witter [Emanuel Morgan, pseud.]

Grenstone poems; a sequence; introductory note by Edgar Lee Masters [rev. ed.]. 328p. D '26, c. '17, '26 N. Y., Knopf \$2.50

Cauffman, Stanley Hart

At the sign of the silver ship. 333p. front. D (Popular copyrights) [c. '25] N. Y., Grosset 75 c.

Chamberlain, Hope Summerell

Old days in Chapel Hill; being the life and letters of Cornelia Phillips Spencer. 335p. il. O c. Chapel Hill., N. C., Univ. of North Carolina Press \$3.50

In telling the story of Mrs. Spencer's life this also tells a part of the story of the state of North Carolina and the State University between 1825 and 1890.

D. C., Gov't Pr. Off.; Sup't of Doc. pap. apply

Bransom, Mendel Everett
Key to the Bransom practice tests in geography. 117p. maps S '26 N. Y., Macmillan apply

Charlton, Basil, and others
Green room rags. 67p. O (French's acting ed., no. 29) c.'25 N. Y., S. French pap. 75c.

Chase, Mary Ellen, and del Plaine, Francis K.
The art of narration. 508p. (bibls.) D c. N. Y., F. S. Crofts \$2.50
A college text-book, a companion to an earlier volume, "The Art of Description."

Chaytor, H. J.
Dramatic theory in Spain; extracts from literature before and during the golden age; (in Spanish). 63p. D '26 N. Y., Macmillan \$1.40

Christie, May
Hearts afire; a novel; rev. ed. 315p. D (Popular copyrights) [c.'26] N. Y., Grosset 75c.

Cobb, Chester Francis
Mr. Moffatt. 312p. D [c.'26] N. Y., Doran \$2.50
His chemist's shop, his wife and his daughter are the limits of Mr. Moffatt's life, until, with one sudden blow of fate, his life is entirely changed.

Colton, John
The Shanghai gesture; a play; introd. by John D. Williams. 256p. D c. N. Y., Liverright \$2
Now playing in New York.

Crippen, Alice Hotchkiss, comp.
French pastry book. 103p. il. D [c.'26] N. Y., Brentano's \$1.75
Giving complete instructions for making French pastry.

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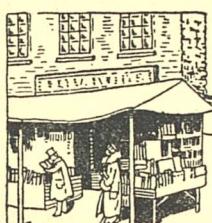
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Old and Rare Books



Edited by Frederick M. Hopkins



THE creator of "Uncle Remus," Joel Chandler Harris, has been honored by the establishment of a room bearing his name at Emory University, Ga., where manuscripts and relics of that sympathetic student of Negro character will be preserved.

A COLLECTION of sixty-nine volumes and 242 pamphlets relating to the life and writings of Jean Jacques Rousseau has recently become the property of

Princeton University library. During a trip last summer in France, Dean Gauss persuaded Hippolyte Buffanoir, the French critic, to part with his Rousseau collection and they were bought for Princeton.

A COPY of the limited edition of "St. Francis of Assisi" in a very special binding was presented to the Pope by Dom Pedro Subercaseaux, being an especially timely gift in view of the fact that the

year from August 1, 1926, is to be devoted to the jubilee of the saint.

ALTHO the New York auction season is considered closed, the smaller auction houses will continue to hold occasional sales thru the summer. The Walpole Galleries will hold several sales this month and next. Charles F. Heartman is preparing for a summer sale at his place in Metuchen, N. J., of Americana, which will include some very unusual items.

PLANS for a building to house the original copy of the Constitution of the United States are being discussed in Washington. Such a building would provide not only a great central hall in which the document would be on display, but also corridors for the memorials to the framers. The proposal was made at a recent dinner of the Lotos Club given by S. Stanwood Mencken, chairman of the National Security League.

THE appearance of Professor de Selincourt's edition of Wordsworth's "Prelude," which has been delayed several times, will soon come from the Oxford University Press. Based upon an examination of all the manuscripts, it will present on opposite pages the poem as already known, and the original text of forty years before as read to Coleridge at Coleorton, with passages of revolutionary fervor omitted. This edition is one of the most interesting contributions to the study of English letters made for a long time.

GEORGE R. BURGESS of Providence, R. I., has recently issued the "Proprietors' Map of Block Island, 1661," with annotations of historical interest. The map is based on the original manuscript proprietors' plan of Block Island preserved in the Rhode Island Historical Society. It contains the names of about seventy-five heads of families, or all that were of record up to 1717, owning or leasing any real estate. The information has been gathered from a number of original sources, and we are informed that it has never been collected before.

ROBERT T. LINCOLN, the surviving son of Abraham Lincoln, has announced that the trunkful of Lincolniana which he recently presented to the Con-

gressional Library contains nothing that hunters of unprinted matter need get excited about. Most of the material of historical interest has already been published. Nevertheless Mr. Lincoln has stipulated that the trunk shall not be opened until twenty-five years after his death, and some who cannot understand this tie-up, will watchfully await the expiration of the period. Incidentally, the trunk's contents represents an important asset to the Congressional Library, for Lincoln autographic matter is scarce there.

"AHISTORY of English and American Etching" by F. L. Leipnik will be published shortly by Ernest Benn, Ltd., of London. The author gives each period the vividly sketched background of its social and literary life, thus describing the artists in their proper atmosphere. The appendix contains a complete index of artists with exhaustive bibliography. The plates which adorn the book give the finest and most representative examples of the work of the most prominent masters. An edition de luxe, limited to 100 copies, will contain one or two original etchings.

AVALUABLE collection of first and rare editions of famous books, owned by William Andrews Clark, Jr., son of the former Senator Clark of Montana, has been given to the University of California. The collection comprises volumes mostly in the original or in costly bindings, of the great masterpieces of English and French literature from the sixteenth to the nineteenth centuries, including the rarest works of such authors as Dryden, Shakespeare, Byron, Keats, Shelley, Dickens, Wilde, and other authors. The library contains a collection of French manuscripts and the Kessler collection of books relating to Montana and the Northwest.

AN LW shrine of Shakespearean drama will arise from the ruins of Stratford's Memorial Theater, which was burned last March. In America, in Canada, in Australia, as well as in England, a movement is on foot to rebuild the shrine. Even Japan has undertaken to do a part, the King of Egypt has sent an offering, and several of the countries of Europe

will lend a hand. When the new building opens its doors it will be an international theater in the sense that it has been erected by the people of many countries in honor of the genius that belongs not only to Stratford and the English language, but to the whole world as well.

AIDED by contributions by an anonymous donor, the University of Pennsylvania is preparing to publish the complete collection of all the lyrics of the twelfth and thirteenth centuries. The monumental musical work will be compiled by Professor Jean Baptiste Beck of the university's department of romance languages, who, in 1909, made the first effort at a systematic revival and restoration of the music of the troubadours when he published in Paris his volume entitled "La Musique des Troubadours," and is the only living authority on the music of the Middle Ages. The publication will be in four volumes, each volume consisting of two parts: the exact reproduction of the manuscript in rotogravure, and the transcription into modern musical notation, with commentaries.

TWO days before he died the Rev. Herbert F. Westlake, minor canon and custodian of Westminster Abbey, completed the first volume of an edition of the Westminster Abbey documents upon which he had been long engaged. The collection of manuscripts preserved at Westminster Abbey is probably the largest and most important in semi-private possession in England. With the twofold object of rendering the documents accessible to historical students both at home and abroad, and constituting a worthy memorial to the scholar who had labored so devotedly among the Abbey antiquities, it is proposed to continue the task. P. B. M. Allen, who was closely associated with Mr. Westlake for many years, has undertaken to edit the remaining volumes.

THE three most valuable private collections dispersed in this country by public sale were those of Robert Hoe, sold in 1911-12, which brought \$1,932,056.60; that of Herschel V. Jones, in 1918-19,

which fetched \$391,854.60; and John L. Clawson, at the close of the season just ended, which realized \$642,687.50. All three sales will hold important places in the history of book auctions in this country. The Hoe sale served notice that New York was destined to be the greatest book market in the world. The Jones sale, beginning immediately after the end of the world war, showed conclusively that American collectors could be depended upon to pay good prices for all of the rarities likely to come into the auction market. The Clawson sale, which took place at the very end of a busy auction season, demonstrated very effectively the great demand at high prices of real rarities. All three collections were dispersed by the Anderson Galleries.

Auction Calendar

Tuesday morning, June 29th, at 10:40. Americana, Autographs, broadsides and pamphlets. (No. 187; Items 411.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

October, 1926. Collection of incunabula, the property of Herr Kurt Wolff of Munich. Joseph Baer & Co., Hochstrasse 6, Frankfurt-on-Main, Germany.

Catalogs Received

Autograph letters, manuscripts, and historical documents comprising Thomas Campbell, Thomas Carlyle, Thomas De Quincey, James Hogg, Gerald Massey, letters of theatrical and musical interest, etc. (No. 54; Items 213.) P. J. & A. E. Dobell, 8, Bruton St., London, W. 1, England.

Books published before the year 1640, including a few books printed by Wynkyn de Worde and Pynson, illuminated service books, both manuscript and printed, etc. (No. 372; Items 1123.) Thomas Thorp, 109 High St., Guilford, England.

Books of the XVIth to XXth centuries. (No. 142; Items 278.) Dulau & Co., Ltd., 34, Margaret St., London, England.

First editions, Americana, Roosevelt, Lincoln, etc., including some railroad items. (No. 168; Items 233.) Thomas J. Taylor, Taunton, Mass.

First editions in original covers, old and rare books, out-of-print books, private press books, etc. (No. 2; Items 223.) Nicholas L. Brown, 276 Fifth Ave., New York City.

Rare Americana and maps. (No. 173.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.

Rare Americana, guide books, art, poetry, drama biography, rare and miscellaneous books. (No. 174.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.

Rare and interesting English books of the XVIth, XVIIth and XVIIIth centuries. (No. 23; Items 1382.) George Y. McLeish, 13 Houghton St., Aldwych, London, W. C. 2, England.

Social history. (No. 922; Items 454.) James Tregaskis, 66, Great Russell St., London, W. C. 1, England.

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In answering, please state edition, condition and price, including postage or express charges. The appearance of advertisements in this column, or elsewhere in the WEEKLY does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.

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 Ambrose Bierce. Vols. 2, 7, 8, 10, brown board
 edition, linen back. The Neale Publishing
 Co., New York and Washington, 1911.
 Fuller. The Chevalier of Pensieri, Vain, 1890;

ARGUS BK. SHOP—Continued

The Chatelaine of La Trinite, 1892; The Puppet-Booth, 1896; From the Other Side, 1898; The Last Refuge, 1900, Under the Skylights, 1901; Waldo French and Others, 1908; Lives Long and Short, 1917.
 Problem in Modern Ethics. Symonds.
 Emphatic Diaglott.
 Lewis. Main Street, 1st edition; Arrowsmith, 1st edition.

A. S. ARNOLD, Box 36, METUCHEN, N. J.
 Journal of Manchester Egyptian & Or. Soc. 1915-1916.
 Univ. Liverpool Annals of Archaeology. Vol. IX, 1, 2, 1922.
 Newberry. Scarabs.
 Books on Ancient Egypt, Hieroglyphs, Arts, etc.

ATLANTIC MO. BK. SHOP, 8 ARLINGTON ST.,
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 W. C. Robinson. Forensic Oratory.
 Count de Chambon. The American Army in the
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 Compensation. Albert Hickman. Century, 1910.

J. BAER & CO., FRANKFURT A.M., HOCHSTRASSE 6.
 Railway Age Gazette. Vol. 64, 66, 69.
 Mechanical Engineering. Vol. 37, 38, 41, 42, 43.
 Transact. of Americ. Inst. of Electr. Engineers.
 Vol. 1, 3, 5-9, 17, 18.
 Journal of Physical Chemistry. Ithaca. Vol. 1 to 25.
 Journal of Americ. Inst. of Electr. Engineers.
 Vol. 39, 40, 41, 42, 43.
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 Drake, F. S. *Life and Correspondence of Henry
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 1895, Stone & Kimball.

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 Vol. 4, part 1, second ed.

Huneker. *Painted Veil; Mezzotints; Chopin;
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Bedouins.

The Margin of Hesitation. Colby.
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 Phillips Brooks. *Sermons, vol. 4 and 10.*

Hickman. *Sacrifice of the Shannon.*
 Fernald. *The Cat and the Cherub.*

John of Garisan. John Axenham. Holt. 1902.
 Sir Monier Williams. *Hinduism; Buddhism; In-
 dan Wisdom.*

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 Guerber. *Shakespeare's Tragedies.* 1911.

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 Am. Library Direct. Last ed.

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 ment*, 1890.

Walsh. *The French in America During the War
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Caffin. *Amer. Masters of Painting.*
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3 vols.

BRIDGMAN & LYMAN, 108 MAIN ST.,
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 Early Northampton. *Betty Allen Chapter.*

BROOKLYN MUS. LIB., EASTERN PARKWAY AND
 WASHINGTON AVE., BROOKLYN, N. Y.
 Modern Woodcuts and Lithographs. Ed. by Salam-
 man, 1919.

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Cushing. Pituitary Body. Lippincott, 1912.
Bruce. Ill. of the Nerve Tracts in the Mid and Hind Brain. 1893.
Diary of Otto Braun. Ed. Volgelstein. Knopf.

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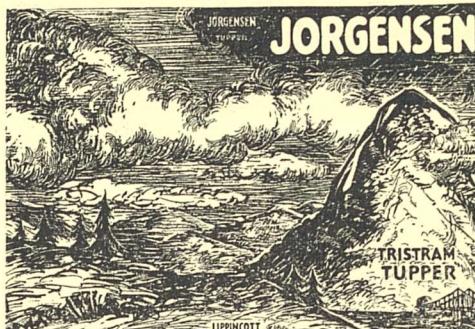
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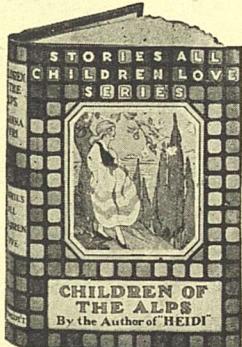
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